

# Utah Office of Tourism Board Meeting

Hilton Salt Lake City Center  
255 S. West Temple  
Topaz East Room

February 3, 2006  
10:00 a.m.

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## Present

### Board Members

Kim McClelland  
Bob Bonar  
Steve Burr  
Shelleice Stokes  
Frank Jones  
Camille Cain

Colin Fryer  
Steve Lindburg  
Mona Given  
Hans Fuegi  
Bob Syrett

### Staff

Leigh von der Esch  
Mike Deaver  
Elaine Watts  
Dave Williams

Kelly Day  
Stacey Clark  
Rebecca Katz

### Guests

Red Oelerich  
Nathan Rafferty  
Brice Wallace  
Ryan Kirby  
Nan Anderson  
Neka Roundy  
Aaron Syrett  
Mike Heath  
Raelene Davis

### Organization

Outdoor Utah  
Ski Utah  
Deseret Morning News  
Utah.com  
UTIC  
Davis County Economic Development  
Utah Film Commission  
Alta Resort Association  
Ski Utah

## Welcome & Introductions

Kim called the meeting to order and welcomed those in attendance. He asked those in the room to introduce themselves.

## Minutes

Kim asked if the board had read the minutes of the January 6 meeting and if there was a motion to amend or approve them. Bob Bonar made a motion to approve the minutes, it was seconded by Steve Lindburg and carried unanimously.

## Coop Committee Report

Hans reported that the Attorney General would prefer that we use contracts but an MOU would work in most cases. The coop committee made the following recommendation to the board:

- If an organization has been in existence less than 3 years, a contract will be required.
- If it is a first time event, regardless of how long the organization has been in business, it would require a contract.
- The board could require a contract on any application if they deem it necessary.

Shelleice asked if a ‘first time’ event means the first time it is held in Utah or the first time it has been held anywhere. Frank responded that he thinks it means it is the first time held in Utah.

It was further clarified that a contract would spell out that certain requirements or markers must be met and the money will be released in increments tied to the markers, but a MOU would release half of the money up front with the remainder paid at the conclusion of the project or event.

**MOTION:** Bob Syrett made a motion, seconded by Mona, to accept the recommendations of the Coop Committee. The motion carried unanimously.

Hans asked whether the board members are comfortable with corporate logos, such as American Express, appearing on coop ads that the Office of Tourism helped fund through the Coop Program. Leigh responded that it could be interpreted that the UOT is endorsing the product and that some other states have stipulated in their guidelines that only the logos of the coop partners should appear in the ad.

Leigh commented that she showed copies of the coop ads to the Economic Development Appropriations Subcommittee hearing on January 30 and they were very pleased and impressed.

### **Legislative Committee Report**

Steve Burr announced that the Utah Food Council is very interested in food related tourism and he has been asked to serve on their board. He views this relationship as another partner for the Utah Office of Tourism.

Steve reported on the America’s Public Lands meeting held on January 27. He noted Deena Loyola who is the PIO for the Division of State Parks shared that Mary Tullius was seeking \$150,000 from the legislative committee for marketing State Parks. The committee refused the request because of the dollars allocated to the Office of Tourism for tourism marketing. The Governor wants to develop an initiative supporting the “Protect Your Privilege—Stay On The Trail” program to revitalize educational efforts for motorized recreational enthusiasts. Steve commented that there is a great need for research on motorized recreation involving OHVs and ATVs focusing on the socio-economic impact on gateway communities to trails systems.

Leigh commented that we will help State Parks market the lesser known state parks through our operational budget, and we have already awarded coop funds to organizations who have partnered with Wasatch State Park and others. The UOT is working with Utah State Parks and American Park Network to develop, print, and disseminate a Utah State Parks Guide to help market State Parks to both in-state and out-of-state residents. She has also asked for photos of State Parks that can be dropped into some of our ads.

Steve noted that Utah has 96 river segments that are eligible for designation within the National Wild and Scenic Rivers System, and Tim Garcia with the Forest Service thinks it is time to look at

whether or not these should be designated.

Camille reported that the Utah Association of Counties has voted to support HB371, which allows counties, if they choose, to increase the tax rate of the transient room tax from a rate not to exceed 3% to a rate not to exceed 4.25% to be used for brick and mortar. This is being driven by a couple of counties who need the money to expand convention facilities.

### **Sundance Film Festival**

Aaron Syrett reported that the Festival was an overwhelming success again this year. Besides the venues in Park City, films were shown at the Rose Wagner Theater and a theatre corridor was created on 3<sup>rd</sup> South for several blocks. The UOT and Film Commission established a hospitality tent where visitors could have a massage at no charge and pick up Utah tourism information.

### **Marketing Committee Report**

Shelleice reported that the Marketing Committee has met several times over the past month, but they are still working on the logo and tag line. The style guide and tool kit have been approved by the committee so when the brand is launched, we will be ready to give it to our partners for immediate use. The Marketing Plan is still being drafted and copies will be forwarded to all board members prior to the meeting in March. The Travel Guide is being written and will include the brand platform in the design.

Kim commented that he appreciates all the time and effort that members of the board have committed to the projects that have been assigned to them over the past 6-7 months.

### **Legislative Report**

Nan Anderson noted that the UOT is on track to receive \$11 or maybe \$12 million for tourism promotion. Meetings are being held with leadership to assure them that the funds allocated for the current year are being used wisely and tourism promotion is moving forward and is on track. UTIC is monitoring several bills and will notify Leigh about any developments that are of a concern to the UOT.

### **Outdoor Recreation Task Force**

Mike Deaver reported that the Task Force has asked the Governor to look into the fact that because of the Jones Insurance Act, professional guides and outfitters are not allowed to participate in the Workman's Compensation program. The Task Force is also looking at an insurance program where people could buy a \$5 card that would pay for search and rescue if they become lost while participating in outdoor activities.

### **Director's Report**

Leigh reported that the Western States Tourism Policy Council met in Salt Lake City on January 27 & 28. One of the issues they discussed is ways to enhance public appreciation of and support for the Federal lands by promoting environmentally sustainable use that will provide greater physical and mental health and fitness, greater understanding and appreciation of the cultural and historic attractions on those lands, and greater economic impact on states and communities.

Following are some up-coming events/projects:

- ❖ Open house on February 10 from 10 a.m. – 6 p.m. to show case the renovation that has been done at Council Hall.
- ❖ Preparations for ITB in Germany in March
- ❖ Exploring possibility of partnering with others to publish a German language Travel Guide
- ❖ Working with SLCVB and the airport for filming of “Unaccompanied Minors” at the Salt Lake City Airport

### **Other Business**

Steve Lindburg commented that the Outdoor Retailers have stated that they maxed out the space available at the Salt Palace for the show that was just completed, and it was the most successful winter show ever.

Shelleice reminded everyone about the Tourism Conference scheduled for May 17-19 in Ogden. Some new research will be released at the conference that will be shared with tourism partners. She asked about the 3 final Utah Quarter designs that were released.

Mike explained that the Quarter Commission, which he is a member of, submitted 12 design recommendations to the U.S. Mint along with a narrative for each. It came down to the 3 that we have seen—the snowboarder, the beehive, and the Promontory Point designs. They were all drawn by the Mint illustrator. The Quarter Commission, the Governor, and the Mint will make the final decision.

Camille announced that the Ogden Valley has secured the Xterra event that has recently been held in Colorado.

Red Oelerich announced the following: 1) He has been contacted by Xterra to cover the event and do a story on it; 2) He has met with the publisher of Outside Magazine and given them an article entitled ‘Babes and Bikes’ with the hope that they will publish it; 3) He has begun discussions with the producers of the Outdoor Retail Show that would have a great upside to everyone in the room.

Colin thanked Leigh and Mike for their many hours of hard work and their dedication to the tasks at hand. He appreciates their patience with the board members as we go through the growing process.

### **Next Meeting**

The next meeting will be held March 3 at Snowbird.